

Caribbean Carnival Commission



Culture Sustained! Tourism Driven!

STRATEGY DOCUMENT

Summary

The Caribbean Carnival Commission

The Caribbean Carnival Commission has been established to promote the Caribbean Carnival Brand to an international audience.

Vision Statement

“Culture Sustained; Tourism Driven”

The vision is supported by the mission statement of the Caribbean Carnival Commission.

Mission Statement

“To create a crucible of the diversity of Carnivals in the region, and to harness the economic value, for the successful economic development of the Caribbean Archipelago through a unified thought of sustaining, developing, and promoting the product of Carnival regionally and globally.”

The mission is achieved through the employing of strategies that accomplishes the principles of the organization:

- To support Caribbean States in the protection of tangible and intangible heritages as well as the development of arts, crafts and creative activities.
- To enhance destination competitiveness and strengthening of the regional tourism industry through promotion of the Greater Caribbean via the hosting of the Caribbean Carnival Championships.
- To support the creation of employment and business opportunities for the region. By fostering socio-economic growth through supporting small and medium- enterprise development and the creation of alternative livelihoods in culture tourism.

Key Performance Indicators

The key performance indicators have been established with considerations of the external and internal environment of the Caribbean Carnival Commission and aligned to the achievement of its' principles.

The Caribbean Carnival Commission key performance indicators are the measurements of success in its functions:

1. Secretariat
2. Finance
3. Legal
4. Project Management
5. Culture / Education
6. Group Communication
7. Marketing / Research & Analytics
8. Membership
9. Information and Technology
10. Security
11. Adjudication



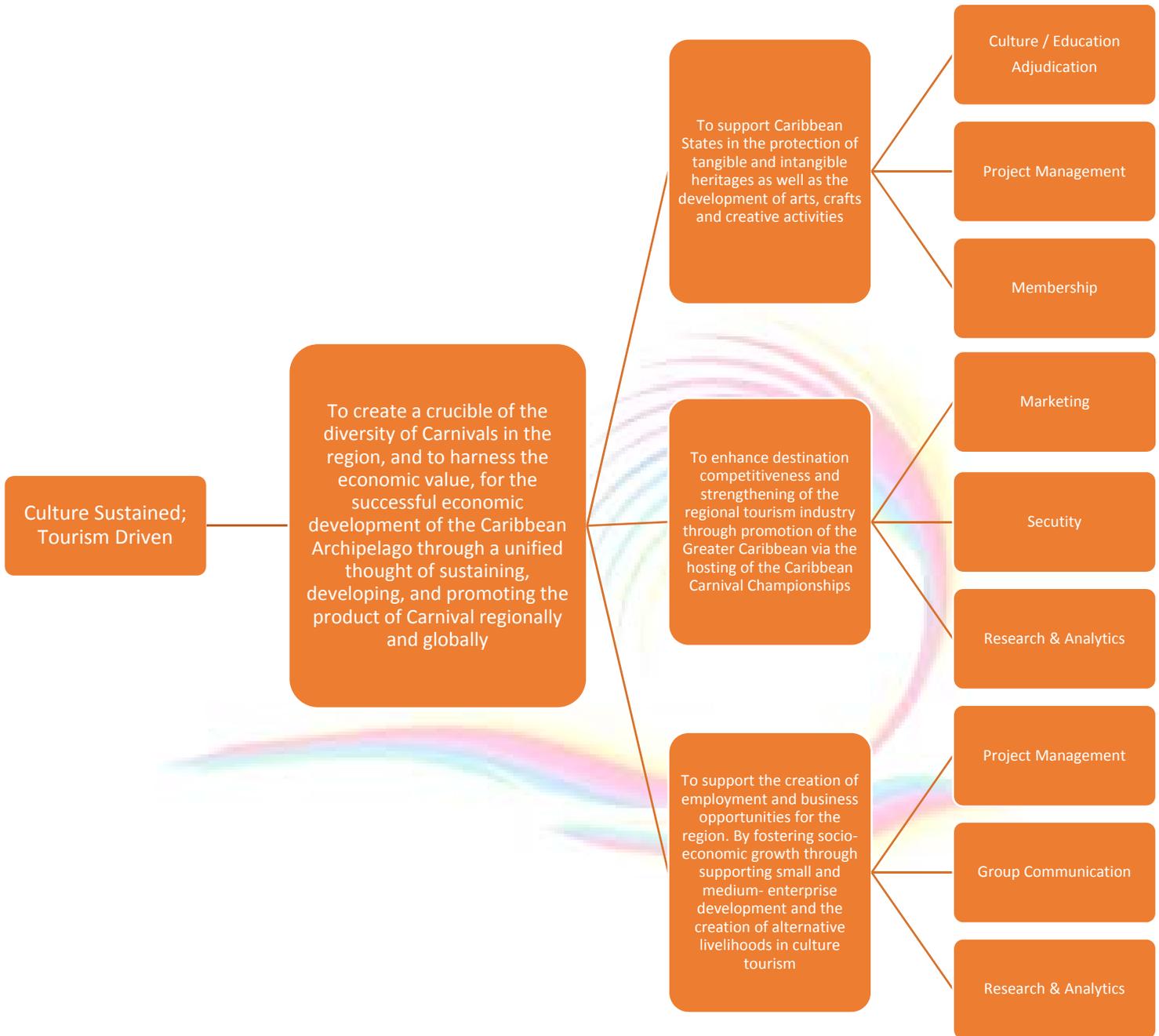
For each function, the environment is analysed and the right skills and talents are attracted and employed to ensure success of the KPI's.

The political, economic, socio-cultural and technological, regional environment of the Caribbean Archipelago is analysed and its results is employed to establish the best approach to achieving the expected results.

The Caribbean Carnival Commission will have differing operational objectives in its timelines. The strategic plan has been subdivided in five-year considerations based on the growth and development of the organization.

The following diagram identifies the functions that will be engaged in to accomplish the objectives of the organization. The KPI's of each of the functions are covered in the comprehensive strategic plan.





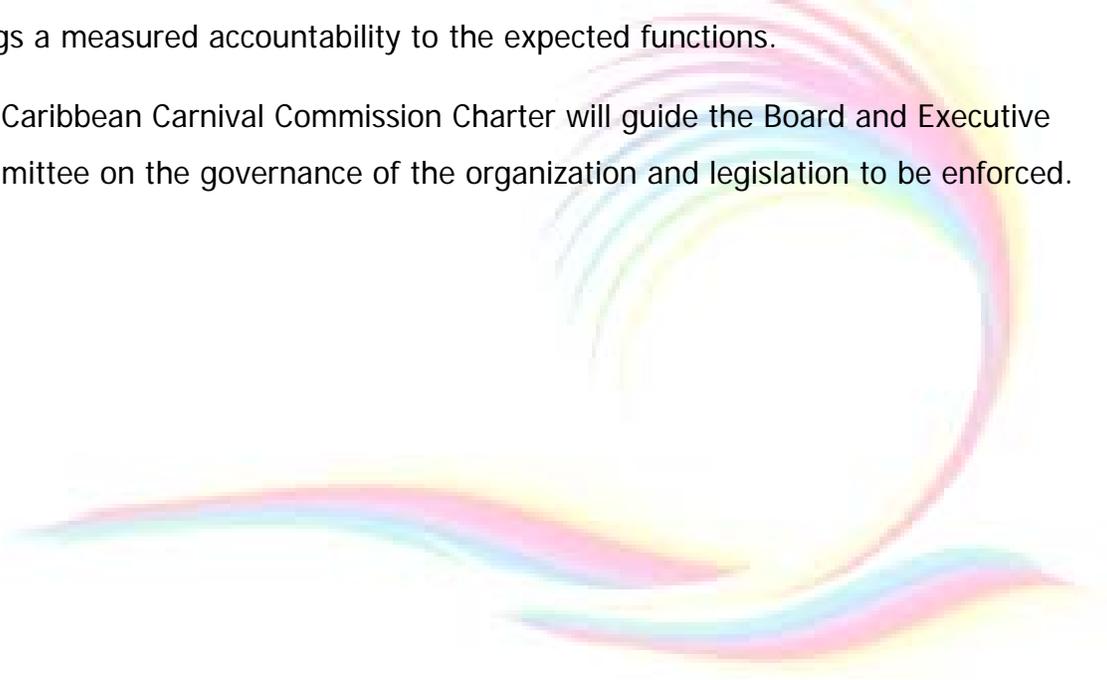
Other functions of Caribbean Carnival Commission and their respective KPI's will be engaged for support to ensure the targets of the organization are met.

Measurement and Accountability

An effective system has the hallmark of precision measurement and sustained accountability. The Caribbean Carnival Commission appreciating the value it brings to the region, to ensure its success will establish the balance scorecard system. This will reflect the KPI's of the varying functions and expected timelines for delivery.

Having the offices of the functions public, will see the publication of persons who holds those offices and the assignments being made by both Board and Members which brings a measured accountability to the expected functions.

The Caribbean Carnival Commission Charter will guide the Board and Executive Committee on the governance of the organization and legislation to be enforced.



Caribbean Carnival Commission Core Operations

The engagement of the Caribbean Carnival Championships and sponsors will generate revenue to facilitate the investments in to Culture / Culture Education programs in the varying Caribbean States and the promotion of the Caribbean Archipelago to an International audience as a choice travel destination.

The relationship in the process is symbiosis and brings about a significant elevation in the exposure and global knowledge of the Caribbean Carnival Brand.

